

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Language is a system of communication used by people to interact and express their emotions, feelings, and ideas. According to Umiyati (2015), studying how language is employed in practical communication which can assist individuals in grasping the purposes behind spoken or written expressions and contributing to a better understanding of effective communication. Language fundamentally combines both universal and distinct elements and continually offers diverse avenues for language acquisition.

Every people in the world use language to communicate because it is impossible to interact without language and we are living in the world as a social creature. The process of communication concerns with information/message, opinion and heart feeling. Communications process is divided into two kinds; they are verbal communication and non-verbal communication. Verbal communication occurs by using oral language or word said. Meanwhile, non-verbal communication is a communication which uses article or written form as media to deliver their message. Some examples of verbal language communication cover daily conversation, speech, film, podcast, and others information coming from various electronic media.

On the context of communication, we need to concern on the language function. Language functions can be done by oral or written. It refers to the various purposes or intentions behind using language. In other words, they describe why we communicate and what the goals we aim to achieve through communication because language serves a wide range of functions, allowing us to convey information, express emotions, ask questions, persuade, entertain, and more. Understanding these functions is essential for effective communication and interaction. Furthermore, the concept of language function pertains to elucidating how a statement can fulfil a communication objective by delving beyond the explicit, structural meaning to uncover the sender's intended purpose in conveying a message (Cook, 2006). Each utterance has their own function even it is only a simple sentence such as “ouch!” it still has a function to express the feeling of sick.

On this stage, some experts have proposed many types of language function. Halliday (1973), for instance, condenses the initial seven child language functions into three main categories, which include ideational function, interpersonal function, and textual function. Moreover, Leech (1981) states there are five language functions types; they are expressive, informative, directive, aesthetic, and phatic. The Expressive function involves conveying emotions and attitudes. The Informative function entails providing explanations for events or situations. The Directive function seeks to persuade the listener to take specific actions. The Aesthetic function is concerned with viewing words and sentences as artistic expressions, while the Phatic function serves the purpose of nurturing

social connections and initiating or sustaining conversations. Meanwhile, Jacobson (1966) proposes six language functions which later will be applied on this study, they are: Referential, Emotive, Conative, Metalingual, Poetic, and Phatic.

In this study, the researcher will analyze a speech given during a TEDx Talk. The reason for choosing a speech is that when people speak in public, they usually have specific goals in mind, and how they talk is important for achieving those goals. Speakers use different ways of speaking to make sure the audience understands the main point of the speech. These ways can include showing their feelings or telling the audience what to do. Using these different ways of speaking in a speech helps the audience grasp what the speech is trying to achieve. So, the researcher's goal is to look at how people use these different ways of speaking in TEDx Talk speeches. It's clear that using these different ways of speaking helps in getting a message across to the audience. Since there are many types of speeches with different purposes, like giving information, motivating, or persuading, the researcher wants to see how these different ways of speaking help in achieving these purposes. The researcher also wants to see how these ways of speaking help the audience understand what the speech is all about.

The reason for picking a TEDx Talk as the subject of the research is that these videos feature well-known speakers talking about various aspects of human life and motivation. The author chooses a speech video as the main source of information because it is important in helping people and society understand

different aspects of language, communication, public speaking, and how words are used.

Consequently, the researcher is interested in undertaking this research to become aware of language capabilities used in informing about something to audience in TEDx Talks. For this reason, the researcher is interested in taking this case for the research entitled **“An Analysis of Language Functions Used on TEDx Talks Speeches Video”**.

### **1.2 Problems of the Study**

According to the background above, the researcher has proposed two research problems as follow:

1. What are kinds of language function used by the speaker on TEDx talk video?
2. How are the language functions used by the speaker on TEDx talk video viewed from the context of situation?

### **1.3 Objectives of the Study**

Based on the research question, the purpose of the study can be seen as follows:

1. To analyze the dominant of language function found on TEDx talk speech video.
2. To describe how speaker on TEDx talk speech video used each types of language function in their speech viewed on the context of situation.

#### **1.4 Limitation of the Study**

To avoid misunderstanding in analyzing the problems, the researcher has to determine the limitation of the study. The researcher limited the study only in significance of the use of language function and context of situation used by speakers in the TEDx Talk speeches.

#### **1.5 Significance of the Study**

The significance of the study has been developed into two categories that can be seen as follows:

##### **1.5.1 Theoretical Significance**

Theoretically, the study provides the readers information about the types of language function and context of situation on the utterances of TEDx talk speech. In addition, the study gives explanation about how some utterances could be classified as those language function types and analysed how the context of situation influence the use of language function on the speeches. Furthermore, this study is intended to add more variety to the linguistic field in analyzing a language function in oral communication process and can be used as reference for further studies in order to find a better result relates to this topic.

### 1.5.2 Practical Significance

Practically, this study analysis is expected to provide insight and understanding of the language function in oral conversation. The researcher hopes that the result of this study will give knowledge and could help the readers in understanding the language function in an oral communication.



## CHAPTER II

### REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

In this chapter, the researcher presents a review of related literature, concepts and theories used in this study. The review of related literature is presented as comparison analysis and development of the field related with the topics. The concept of the study conducted with several explanations of language, communication, utterance and public speeches continued by explaining the theories applied to analyze the data.

#### 2.1 Literature Review

In academic research or study, it is important to review previous studies related to the study in order to present comparison and development of the respective field of the study. This study listed five related literatures to acquire the purpose.

The first literature related to this study is research from Bina Darma University, entitled “Language Function in Hillary Clinton’s Speeches on Youtube” (Uli & Syaputri, 2018). Total of data source analyzed on this study were four videos. This study examined the types of language function found on the data source as well as to describe the meaning of every language function that used in the speeches. The study used a qualitative approach with a descriptive design presented in description. The study applied theory of Jakobson, which divided the language function into six types; referential, emotive, conative, phatic, phoetic

and metalingual function. The finding of this study showed that all of language function types were found on the video. In conclusion, the use of language function in Hillary's speech is to make her speech convincing to the audience, beside that the language function also helps the audience understand with the message that deliver on the speech.

The similarity of this thesis with previous findings above is talking about the language function based on Jacobson's theory. Jacobson classified the language function into six types which used on the previous study and also will use in this thesis. Besides that, the similarity of the previous study and this thesis are using the same form of data source, which both used speeches as the data source. Meanwhile, the difference of this thesis with previous study above is giving a table into finding to make the data found and total of percentage clearer. The previous study above only presented the finding into a diagram of percentage.

The second literature is "Language Function from Balinese Daily Conversation" written by (Santika, et al, 2022) from Mahasaraswati University. This study analyzed the types of language function taken from some daily conversation in Balinese language of a village in Klungkung regency, Bali. The participant involved in conversation comes from various social backgrounds. The data were collected from direct communication between the participants. This research used theory proposed by Leech (1981), analyzing the language function types in oral communication. The theory proposed five types of language function; expressive, informative, directives, aesthetic and phatic. The study found all five types of language function on the data source. The directive

function became the most common function emerged in the conversation in the form of requesting or giving order.

The similarity of this second previous literature above is finding out about language function types. The difference of the second previous study with this thesis is in the use of theory. The second previous study used theory by Leech (1981) meanwhile this thesis used theory by Jakobson (1966). Besides, the data source is also different. The second previous study used people's daily communication as the data source and presenting the conversation in the finding of the research. Meanwhile, this thesis analysed the language function types found on the speech which presented some utterance or expression on the finding. Besides that, this thesis used a table to show the finding of the study and the researcher also showed several utterances in each speech that show the language function types. The second previous literature above only presented the finding in the form of table.

The third research is "A Language Function: The Analysis of Conative Function in Meghan Markle's Speech" written by Fauzi Usrya Kanaza (2020) from UIN Sunan Ampel University. This study observed the types of language function presented on Megan Markle's speech. The study applied descriptive qualitative method since the data source on this research taken in the form of utterances. The study applied the language function theory proposed by Roman Jakobson in analyzing the data. The study found that there were five language function types, namely poetic, referential, emotive, phatic, and conative function. Metalingual function was existed on the data source.

This third previous study has the similarity to the research taken by the researcher, which both analysed the types of language function on a speech. The third previous study and this thesis were talking about the language function based on Jacobson's theory. Jacobson classified the language function into six types used on the previous study and also used in this thesis. There also the difference between the third previous studies with this thesis. The third previous study above only presented the finding in the form of diagram to show the percentage. This thesis will show a table to show the percentage into the finding.

The fourth literature is a thesis written by Ferry Sandriya (2018) entitled "Language Functions Used by Guide in Promoting Tourism" from State Islamic University of Maulana Malik Ibrahim Malang. This thesis observed the type of language function used by tour guide in promoting tourism and describing how guide used language function in his speech. The data source was taken from a YouTube video (tour guide video) analysed by qualitative approach. The theory applied on this thesis was stated by Holmes (2013) who classified six types of language function, they are: expressive, directive, phatic, referential, metalinguistic and poetic language function. The finding of this thesis showed that all of six language functions were existed on the data source.

The similarity between previous thesis above with this thesis are analyzing the language function and the dominant types that used on the data source. The difference of both theses were shown on the use of theory. The previous thesis is used theory by Holmes (2013), meanwhile this thesis used theory by Jacobson (1966) to analyze the language function types. The previous thesis used guiding

video as the data source and this thesis used speech as the data source. Besides that, the previous thesis only presents the finding in the form of description, since the data source of the previous thesis used guiding video; the researcher explains the context of the guiding video in each situation first before presenting the language function expression that found. This thesis presented the findings by using a table.

Furthermore, the last literature is a thesis written by Yuni Lestari (2018) entitled “An Analysis of Language Function in Maybelline Advertisements Recent”. The study aims to find out the types of language function used in Maybelline advertisements and observe the context of the language function used on those advertisements. The study applied the theory from Jakobson (1980) who classified language function into six types, they are: emotive, conative, metalingual, phatic, referential and poetic. This research found that there were five types of language function used on the advertisement, named referential, emotive, conative, phatic, and poetic function. Metalingual function was not existed on this study. Referential function became the most dominant language function used on the advertisement.

The similarity of the five previous study with this thesis are both analyzed the types of language function. The previous literature is observing the types of language function in the advertisement of one big cosmetic brand; meanwhile this thesis used speeches as the data source. The previous thesis above used a diagram to show the frequency of language function occurrence, meanwhile this thesis used table to show the frequency of language function occurrence. The finding of

the previous thesis above also explains about the context of situation that used on the advertisement. Since the data source on this thesis are speeches, the researcher also tried to describe the used of context of situation on this thesis.

After knowing the researches above, the researcher is sure that the data source has been not analyse yet. In conclusion, there are lots of data source that can be analysed using theory of language function such us daily conversation, guiding video, speech, advertisement, etc. It means the study of language function is wide because of the process of communication delivered widely. Based on the explanation of related review from previous research above, this study has similarities and differences with the previous reviewed literature. The similarities are the studies try to find out the types of language function in communication process. Meanwhile, the differences can be seen from the theory applied and types of data source used. Besides, the researcher expects that this research can help the reader in understanding the function of language in a speech.

## 2.2 Concepts

This subchapter aims to explain the key terms used to give the reader clear understanding of the study. Concept can be defined as the main idea of the research or study. There are several concepts that used in this study; they are language, communication, semantic, utterances and speeches.

### 2.2.1 Language

Language is a main key of communication bridging human life in this world. Language is a system of communication used by people to interact and express their emotions, feelings, and ideas. A language is a system consisting of sounds, words, grammar and meaning. By studying language people can learn and understand the function of utterances in communication. Edward Sapir proposed that “language is an introduction to the study of speech language. It is purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntary produced symbols.”

Furthermore, language is a basic key of communication used in particular social context. According to Wardaught (2006), language is a thing spoken by a particular society member. In conversation, language is very important to express feelings, ideas and also share some information to the listener. In conclusion, language cannot be separated from the society in communication to express their feeling or ideas through language.

### 2.2.2 Communication

Communication involves the exchange of information, concepts, opinions, or emotions between people or collectives through diverse means and channels. It constitutes a fundamental element of human interaction and plays a crucial role in all aspects of social life. Communication, as defined by Berrel and Steiner in Liliwei (2011), is the act of conveying information, viewpoints, sentiments, expertise, and more through the utilization of symbols like words, images, figures,

and so forth. In conclusion, communication can be defined as the act of transmitting information, concepts, or viewpoints through language within a social context. The classification of communication types is based on the number of participants involved, including group, individual, and public or mass communication.

In this research, the researcher only focused on mass communication which entails numerous participants and was not restricted by societal boundaries. Mass communication involves the use of mediated communication, facilitated through a transmission system, connecting a source with a vast, unseen audience. Since the subject of this research is talk speech video the communication used was classified as mass communication as the study focus.

### **2.2.3 Utterance**

An utterance refers to any meaningful spoken or written expression produced by a speaker or writer within a specific context. As stated by Parera, J. D. (2004), an utterance pertains to the utilization of language, which can encompass a series of sentences, a solitary expression, or even a solitary word by those communicating. An utterance does exist in spoken language. Within written language, an utterance is depicted as any content enclosed within single quotation marks. In this study, the researcher will focus on analyzing utterance in spoken language.

### 2.2.4 Speeches

Speeches represent an oral form of communication, where a speaker communicates with an audience, it is often to convey a message, persuade, inform, or entertain. According to the Oxford Dictionary (2022), speech is an official conversation delivered by someone that conveys a message, meaning or mandate to participants who are present in a forum. Then, Barret in Saputra (2018:83) explains that speech is a practical individual activity. Moreover, according to Flether in Saputra (2018:83), speech serves as a means to articulate ideas, present facts, and express emotions. Additionally, speech functions as an activity aimed at influencing listeners. In conclusion, speech is a speaking activity where the speaker effectively communicates information to the listener or interlocutors, intending to influence, alter, persuade, or strengthen the listener's attitude or behaviour through the conveyed information and ideas. Speeches have powerful means of expression and have been used throughout history for various purposes, such as political speeches, motivational talks, academic lectures, and more. Successful speeches typically adhere to a format that includes captivating the audience with an introduction, presenting key points in the body, and concluding to recapitulate and make a lasting impact. The skill of delivering speeches incorporates tactics such as rhetoric, tone, and body language, all aimed at actively involving and influencing the audience.

## 2.3 Theories

This study used two theories in describe both the research problems. The first theory that used on this study is the theory of Roman Jakobson (1966), which analysed the types of language function. On the other hand, the second theory that used in this study is the theory of context of situation proposed by Halliday (1985), which analysed the used of context of situation related with the use of language function on speeches.

### 2.3.1 Language Function

In communication, people will utter their utterances which contain language function. People use different language function based on their message/meaning purpose. People may use more than one language function in their communication process based on the context of situation. According to Jakobson in (Chandler, 2007, p.184) mention that there are six necessary factors that influence the communication, they are addresser (speaker, encoder, emitter, author, narrator), addressee (decoder, hearer, listener, reader, interpret), code (system, language), message, context, contact.

#### a.) Addresser

Addresser is the person who creates the messages. It can be called as speaker, writer or sender.

#### b.) Context

Context related with discourse analysis. Context constructed with the knowledge of which speaker and hearer are takes place in

communication, when the communication occurs, where the communication happen and what topic is being discussed.

c.) Message

Message form is the particular grammatical and lexical choices of the message.

d.) Contact sign

Contact sign is a variety or style of language that arises from contact between a deaf sign language and oral language.

e.) Code

Code is a coherent symbol and the rules needed to structure a message.

f.) Addressee

Addressee is the person who received the message from the speaker.

Further, Jacobson (1966) divided language functions into six types, namely emotive, referential, conative, phatic, poetic, and metalingual function, they are described as follow:

### 2.3.1.1 Emotive function

According to Jacobson as cited in Sebeok, the Emotive function concentrated in addresser, which aim to convey individual expression or their emotions, including angry, happy, sad, and even regret toward what they speaking about (1960, p.354). For example: *“it is a great privilege to be with all of you today”* (Kanaza, F.U. (2020), p.64). This function uses to express speaker feeling which refers to feeling of honour for her to be with the audience that day. It is kind of expressive language function because the language used to communicate

the inner state and emotions. In conclusion, this function evokes certain feelings and express feelings.

### 2.3.1.2 Referential Function

Language function in this context, the linguistic function serves to provide explanations for the causes of events or to notify others about particular situations. According to Jacobson in Sebeok, referential function holds primary importance in messages, the accessory of other functions within these messages should be considered by attentive linguists (1960, p.353). This function is employed when individuals inform others about specific actions, directions, locations, or responsibilities. For example: *“female faculty members are able to encourage others to follow in their footsteps and enter higher-education, and that more women become part of the decision making process in academic institutions”* (Kanaza, F.U. (2020), p.64). The utterance is taken from Meghan Markle’s speech. Meghan talked and gives information about female faculty members and their opportunities in academic institution. According to Jacobson, “referential or denotative or cognitive function is an orientation toward the context.” (1980:82). Referential function refers to deliver concrete and abstract things. The referential function conveys information in different context of utterance such us declarative or interrogative statement. (Holmes, 2001)

In conclusion, the referential function focus on denotative or cognitive thing and also their purpose, it can be done in the form of declaratives, interrogatives or statement.

### 2.3.1.3 Conative Function

Jacobson states that “the conative function is oriented toward the addressee, to respond to what the addresser says or wants the listener to do.” (1980:83). The Conative function comes into play when language is employed to persuade or prompt the recipient (listener) to take action or engage in a particular task. This function may manifest in various ways, such as making requests, issuing directives, offering suggestions, or extending invitations to participate in activities, etc. For example: “*hmmm it is hot today, my hat please*” (Sandriya, F (2018) p.27). The utterance refers to conative function. The speaker commands the hearer to take the hat for him. In conclusion, this function aims to influence the behaviour or attitudes of others. This function of social control places emphasis on the receiver’s end, rather than the originator’s end of the message.

### 2.3.1.4 Poetic Function

This function allows language to be regarded as linguistic creations in their own right, devoid of a specific objective. According to Jacobson poetic function focuses on ‘message’ for its own sake. (1980:84-85). The poetic function is not solely tied to emotional expression and can be equally connected to conceptual significance. It is linked to the message conveyed through language. This function of language communicated meaning through a code which could not otherwise communicated, for example, poem, poetry, etc. the example of utterance like: “*The Association of Commonwealth Universities, which Her Majesty the*

*Queen is Patron of, supports universities to promote equality in their own institutions*” (Kanaza, F.U. (2020), p.67). Based on the example, the utterance

used the words “Her Majesty the Queen is Patron of” as the imagery of the Association of Commonwealth Universities. In the real meaning, it is impossible if the Association of Commonwealth Universities is being a queen. This is personification imagery that implied by speaker in her utterance inside this speech.

### **2.3.1.5 Phatic Function**

The Phatic function serves the purpose of maintaining open channels of communication and nurturing positive social relationships. Other instances of the phatic function within a language occur when it is used to initiate conversations or to capture the interlocutor's focus on a specific subject. According to Jakobson, “phatic function is the first verbal functions acquired by infants; they are prone to communicate before being able to send or receive informative communication” (1980: 84). In conclusion, phatic function is used to begin the conversation and maintain friendly in communication. The example of phatic function: “*Bula!*” (Kanaza, F.U. (2020), p.66). This utterance used to begin the conversation in Hindi Fiji, which use as a greeting to make a contact between speaker and listener.

### **2.3.1.6 Metalingual Function**

Jakobson clarifies that the metalingual function centre on the aspect of the language code. When the sender and/or the receiver have a need to verify whether they are using the same language code, their communication shifts its attention to the code (1980:86). Metalingual function indicates the language's ability to explain, name, and criticize its own features. It can be describing the part of

grammar, words that describe language itself. The example of Metalingual function such as: *“He is getting a divorce, separating from each other.”* (Sandriya, F (2018) p.32). The utterance refers to metalingual function because the language *“separating from each other”* explains the language *“getting divorce”*.

### 2.3.2 Context of Situation

In daily life, language is used in different context of situations. Context of situation refers to the specific circumstances and environment in which language is used. It includes factors such as the participants involved, their roles and relationships, the setting (physical, social, and cultural), the purpose of communication, and the medium of communication. Understanding the context of situation is crucial for interpreting and analysing language use effectively, as it provides insights into the meanings and functions of language in different contexts.

According to Halliday (1985), all of the language use has context. In line with this, the practical method of the context originally analysed how language was used; it is trying to figure out what language is for us and how people can achieve the purpose of using the language through conversation. Furthermore, Halliday (1985) mention three key factors in context of situation from a language system.

### 2.3.2.1 Field

In Halliday's theory of context of situation (1985), the concept of field refers to the subject or topic of communication. It includes what is being discussed, the activities involved, and the overall content of the discourse. For example, a conversation about politics would have a different field compared to a discussion about sports or education. The field aspect of context of situation helps determine the vocabulary, terminology, and specialized language used in communication.

### 2.3.2.2 Tenor

In Halliday's theory of context of situation from 1985, tenor refers to the social roles, relationships, and statuses of the participants involved in communication. It focuses on who is speaking to whom, their level of formality or intimacy, and the power dynamics within the interaction. For example, a conversation between a teacher and a student would have a different tenor than a conversation between colleagues or friends. Tenor influences the choice of pronouns, politeness strategies, and overall communication style based on the social context and relationships between participants.

### 2.3.2.3 Mode

Halliday (1985) mention that mode refers to the medium or channel of communication and the associated conventions and features. It includes spoken language, written language, gestures, facial expressions, and other non-verbal elements that contribute to the communication process. Different modes of

communication have distinct characteristics and norms, such as formal writing in academic contexts or informal speech in social settings. Mode affects the structure, coherence, and clarity of the message conveyed, and it plays a crucial role in shaping the overall communication style and effectiveness.

